



## U.S. CHINA BUSINESS SUMMIT:

# Market Access and Compliance

*What You Should Know About Exporting to China*

While China is a market with tremendous opportunity and potential, it also bears some substantial risks. Too often companies are unaware of the hazards involved before they export to China or make the costly decision to do business there. **The U.S.-China Business Summit** provides careful and comprehensive guidance on the market by outlining and accurately portraying the challenges of doing business in China.



Get the best information available from some of the United States' most respected experts in the field. Henry Levine, deputy assistant secretary for Asia with the U.S. Department of Commerce, starts off this daylong seminar. Leading authorities from the U.S. Department of Commerce, the U.S. Patent and Trademark Office, the Export-Import Bank of the United States, as well local industry experts cover such topics as

- ▶ Bilateral relations and implications for U.S. manufacturers
- ▶ Risk management resources and strategies for success
- ▶ China's legal environment, including intellectual property rights and dispute avoidance
- ▶ Distribution services regulations and China's Compulsory Certification (CCC) Mark.

Conclude your day at an international business networking reception with local business leaders and members of several international chambers of commerce. (The reception is a separate event and has a small fee.)

**Date/Time:** Thursday, May 19, 8:30 a.m. to 4 p.m. Registration begins at 8 a.m.

**Location:** Windows on Minnesota, 50th Floor, IDS Center, 80 South Eighth Street, Minneapolis.

**Fee:** \$70 if pre-registered; \$90 at the door, includes materials, light breakfast and refreshments. Lunch is not provided. Pre-registration is highly recommended.

**Fee for networking reception:** \$20 if pre-registered, \$30 at the door.

**For more information,** contact Matthew Abbott at 651-297-4282 or 800-657-3858; or e-mail [matthew.abbott@state.mn.us](mailto:matthew.abbott@state.mn.us).

## About the Minnesota Trade Office

The Minnesota Trade Office (MTO) is the state office that helps companies increase export sales. A division of the Department of Employment and Economic Development, the MTO is the state's official export promotion arm. Detailed information about our services is available online at [www.exportminnesota.com](http://www.exportminnesota.com).



## Agenda

- 8:00 a.m. Registration
- 8:30 a.m. **Welcoming Remarks**  
Commissioner Matt Kramer  
Minnesota Department of Employment and Economic Development
- 8:45 a.m. **The Challenges and Opportunities of U.S.–China Economic Relations**  
Henry Levine, Deputy Assistant Secretary for Asia, U.S. Department of Commerce
- 9:15 a.m. **Risk Management Resources and Strategies for Success**  
Ebonique Padgett, International Trade Specialist, U.S. Department of Commerce  
Sheila LeGeros, Senior Marketing Manager, Australia, Export & Japan, Tennant Company
- 10:30 a.m. **Protecting Your Intellectual Property**  
Jennie Ness, Attorney-Adviser, U.S. Patent & Trademark Office  
Michael D. Schumann, Managing Director, Attorney, Hamre, Schumann, Mueller & Larson, P.C.
- 11:30 a.m. **Legal Aspects of Doing Business in China**  
Peter A. Neumann, Partner, Attorney, Faegre and Benson LLP, Shanghai Office
- 12:15 p.m. Lunch
- 1:30 p.m. **Distribution Services**  
Andrew Harrison, International Trade Specialist, Distribution, U.S. Department of Commerce
- 2:00 p.m. **Understanding China's Standards Requirements: The CCC Mark**  
Bill Holz, Manager, Global Market Access Program, Intertek Testing Services, ETL SEMKO
- 2:45 p.m. Break
- 3:00 p.m. **Financing Your Deal in China: Credit and Payment Solutions**  
Talaat Rahman, International Business Development Office, Export-Import Bank of the United States
- 3:30 p.m. **Local Resources for U.S. Exporters to China**  
Li King Feng, International Trade Representative for China, Minnesota Trade Office  
Ryan Kanne, Director, U.S. Export Assistance Center
- 3:50 p.m. **Closing Remarks**  
Tony Lorusso, Director, Minnesota Trade Office
- 5:00 p.m. Optional **Networking Reception**

## Registration

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Thursday, May 19, 2005

*Complete one form for each registrant. Photocopies are acceptable.*

Name

Title

Company

Address

City/State/Zip

Company's Product or Service

Phone

Fax

E-mail Address

Web site

**Advanced registration** is highly recommended.

**Yes!** Please register me:

- ☐ Business Summit  
☐ Networking Reception

**Fee: Business Summit**

\$70 advanced registration  
\$90 at the door

**Fee: Networking Reception**

\$20 advanced registration  
\$30 at the door

Make check payable to the Minnesota Trade Office. *Sorry, we cannot process credit cards.*

Amount Enclosed \$ \_\_\_\_\_

**Mail registrations to:** Department of Employment and Economic Development, MTO-Education, 1st National Bank Building, 332 Minnesota St., Suite E200, St. Paul, MN 55101-1351

**E-mail registrations to:** mto.edu@state.mn.us

**Fax registrations to:** 651-297-4265

**Cancellation notice:** All pre-registered attendees will be notified 24 hours prior to the seminar in case of cancellation.

